

Docket No.: 077615-0013

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of	:	Customer Number: 31824
	:	
Marc LEWIS, et al.	:	Confirmation Number: 4826
	:	
Application No.: 10/774,061	:	Group Art Unit: 4137
	:	
Filed: February 06, 2004	:	Examiner: Radu Andrei
	:	
For: DISCOUNT AND/OR LOYALTY	:	
REWARD SYSTEM AND RETAIL	:	
APPARATUS THEREFOR	:	

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSE TO OFFICE ACTION

Sir:

In response to the Office Action dated May 28, 2008, the period for response to which having been extended for three months to November 28, 2008, please enter and consider the following:

A **Listing of Claims** which begins on page 2 of this paper.

Remarks begin on page 11 of this paper.